

Whitehead Wholesale ELECTRIC INC.

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July 17, 2014

Utah Division of Public Utilities
PO Box 146751
Salt Lake City, UT 84114

UTAH PUBLIC
SERVICE COMMISSION

2014 JUL 23 A 10:53

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Docket No.
14-035-T08

To Whom it May Concern,

It has come to my attention that Rocky Mountain Power (RMP) is in the process of handling the proposed incentives on LED down lights in a manner similar to the way they have dealt with rebates and paybacks on CFLs, wherein RMP arbitrarily provides rebates to specific "big box" retailers of their choosing. Shutting out small retailers and independent businesses destroys the ability of electrical distributors and lighting showrooms to sell these products. We can't compete when rebates offered exclusively to "big box" stores put their selling price considerably below our cost. This monopoly effectively limits consumer choice and puts us at an additional disadvantage because the average consumer does not know we too would offer the discounts and rebates, but RMP simply won't allow us. Our customer service reputation is tarnished because it erroneously appears to the public that "big box" stores are using their perceived financial clout to leverage bargains for their customers while the smaller retailers do nothing.

Losing RMP's rebates further damages electrical distributors and lighting showrooms because of lost opportunity. While buying LED and CFL products, customers also purchase other related items---sales that will thusly be redirected to "big box" stores as well.

In RMP's letter to the Public Service Commission, we are told they will provide LED and CFL light packages to their customers via mail, selling four 60 watt equivalent LEDs at \$5.00 each. With these items costing over \$6.00 how are we to compete? While RMP does a great job in delivering electricity, they have forgotten the rest of us who don't have the umbrella of the Public Service Commission to protect us. It is my feeling that this type of marketing is illegal and morally wrong. I hope something can be worked out with our friends at RMP to include other retailers, distributors, and lighting showrooms. Rebates offered by a government-regulated utility should be available to all outlets.

Respectfully,



Richard Whitehead

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Cc: Governor Gary Herbert; Representative Dixon Pitcher; Representative Stuart Reid; Rocky Mountain Power; Wilson Sales Agency; Supreme Marketing